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Date: 22 August 2005

By:   
Laurie A. Torres



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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Charles A. Eldering**

Conf. No.: 6478 : Group Art Unit: 2611  
Appln. No.: 09/748,942 : Examiner: Lambrecht, Christopher M.  
Filing Date: 27 DECEMBER 2000 : Att'y. Docket No.: T721-15  
Title: Advertisement Distribution System For Distributing Targeted Advertisements In  
Television Systems

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

(1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or

(2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and

Certification is made below, or

The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.

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Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

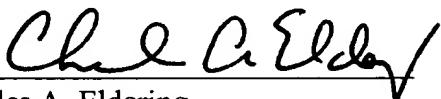
It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed.

Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.

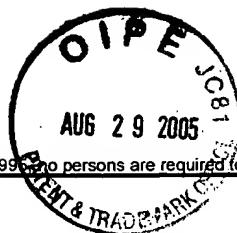
Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,

  
Charles A. Eldering  
Reg. No. 39,180  
Technology, Patents and Licensing Inc.  
6206 Kellers Church Road  
Pipersville, PA 18947  
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Date: Aug, 22, 2005

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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**Complete if Known**

Application Number	09/748,942
Filing Date	27 December 2000
First Named Inventor	Eldering, Charles A.
Art Unit	2611
Examiner Name	Lambrecht, Christopher M.
Attorney Docket Number	T721-15

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
AN	US- 5271626		12/21/1993	Llenas, Montserrat H. et al.	
AO	US- 5319455		06/07/1994	Hoarty, W. Leo et al.	
AP	US- 5425100		06/13/1995	Thomas, William L. et al.	
AQ	US- 5424770		06/13/1995	Schmelzer, Richard A. et al.	
AR	US- 5446919		08/29/1995	Wilkins, Jeff K.	
AS	US- 5534911		07/09/1996	Levitan, Gutman	
AT	US- 5559549		09/24/1996	Hendricks, John S. et al.	
AU	US- 5600573		02/04/1997	Hendricks, John S. et al.	
AV	US- 5604542		02/18/1997	Dedrick, Rick	
AW	US- 5652615		07/29/1997	Bryant, Stewart Frederick et al.	
AX	US- 5724521		03/03/1998	Dedrick, Rick	
AY	US- 5752238		05/12/1998	Dedrick, Rick	
AZ	US- 5758257		05/26/1998	Herz, Frederick et al.	
AAA	US- 5790426		08/04/1998	Robinson, Gary B.	
ABA	US- 5801753		09/01/1998	Eyer, Mark K. et al.	
ACA	US- 5848352		12/08/1998	Dougherty, Brian P. et al.	
ADA	US- 5861919		01/19/1999	Perkins, Michael et al.	
AEA	US- 5917830		06/29/1999	Chen, David et al.	
AFA	US- 5926205		07/20/1999	Krause, Edward A. et al.	

**FOREIGN PATENT DOCUMENTS**

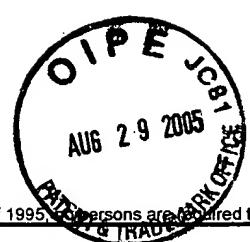
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
BJ	WO9926415		05/27/1999	BAR-EL		
BK	WO0069163		11/16/2000	ELDERING		

Examiner Signature	Date Considered
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Application Number	09/748,942
Filing Date	27 December 2000
First Named Inventor	Eldering, Charles A.
Art Unit	2611
Examiner Name	Lambrecht, Christopher M.
Attorney Docket Number	T721-15

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		Number-Kind Code <sup>2</sup> (if known)			
AGA	US- 6002393		12/14/1999	Hite, Kenneth C. et al.	
AHA	US- 6144653		11/07/2000	Persson, Bengt et al.	
AIA	US- 6357042		03/12/2002	Srinivasan, Anad et al.	
AJA	US- 6378130		04/23/2002	Adams, Michael Brian	
AKA	US- 6425131		07/23/2002	Crandall, Evan Stephen et al.	
ALA	US- 6446082		09/03/2002	Arita, Kenji	
AMA	US- 6459427		10/01/2002	Mao, Weidong et al.	
ANA	US- 6505169		01/07/2003	Bhagavath, Vijay K. et al.	
AOA	US- 6583825		06/24/2003	Yuen, Henry C. et al.	
APA	US- 6631523		10/07/2003	Matthews, III, Joseph H. et al.	
AQA	US- 6684194		01/27/2004	Eldering, Charles A. et al.	
ARA	US- 6704930		03/09/2004	Eldering, Charles A. et al.	
ASA	US- 6796555		09/28/2004	Blahut, Donald E.	
ATA	US- 20030088872		11/14/2002	Maissel, Jonathan et al.	
AUA	US- 09/712790			Eldering, Charles A.	
AVA	US- 09/742852			Eldering, Charles A.	
AWA	US- 09/742534			Eldering, Charles A.	
AXA	US- 09/750800			Schlack, John A.	
AYA	US- 5918014		06/29/1999	Robinson, Gary B.	

**FOREIGN PATENT DOCUMENTS**

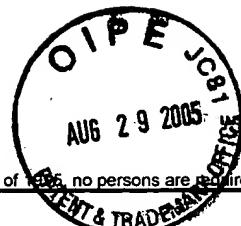
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		Number-Kind Code <sup>2</sup> (if known)			
AZA	US- 20020152471	10/17/2002	De Haas, Scott		
AAB	US- 5969715	10/19/1999	Dougherty, Brian P. et al.		
ABB	US- 6160989	12/12/2000	Hendricks, John S. et al.		
ACB	US- 6177931	01/23/2001	Alexander, Ronald et al.		
ADB	US- 6181334	01/07/2003	Bhagavath, Vijay K. et al.		
AEB	US- 6252634	06/26/2001	Yuen, Henry C. et al.		
	US-				

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